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For Immediate Release:

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MISSISSIPPI'S LEAD ECONOMIC DEVELOPMENT AGENCY'S PUBLIC RELATIONS PROGRAM RECOGNIZED AS BEST OF SHOW

JACKSON, Miss. – The Public Relations Association of Mississippi (PRAM) announced during ceremonies held recently, the Mississippi Development Authorities, public relations program was Best of Show.

“We are truly honored to receive this distinction by such a prestigious organization,” said Robert J. Rohrlack, Jr., executive director, Mississippi Development Authority. “We have taken an aggressive approach and are committed to be proactive and use a variety of public relations techniques to compliment our economic development mission.”

An out-of-state panel of veteran public relations and communications practitioners judged the competition. Judging was based on a point system, thus each entry was critiqued on its merits and not against other entries in the category.

The panel used four criteria when judging the entries: objectives, strategies, results and overall costs.